

SW D2 2. (Twice Amended) The method of Claim 1, further comprising:

storing the generated capcode in a central database;

programming a paging unit of the paging service subscriber associated with the capcode;

correlating the capcode stored in the central database with the capcode programmed into

C1 the paging unit; and

transmitting the advertisement script and the message to the paging unit based upon the

correlation.

C2 SW D2 5. (Three Times Amended) A method of providing messaging services to paging units, comprising:

generating a capcode associated with at least one paging service subscriber, wherein the generated capcode is stored in a central database;

programming a paging unit of the paging service subscriber with the capcode;

attaching an advertisement script to a message for the paging service subscriber associated with the programmed capcode; and

transmitting the advertisement script and the message to the paging unit.

C3 SW D2 14. (Twice Amended) A method of messaging, comprising:

generating a capcode associated with at least one paging service subscriber, wherein the capcode is among a plurality of capcodes corresponding to a plurality of paging service subscriber types; and

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attaching an advertisement script to a message for the paging service subscriber associated with the capcode.

15. (Amended) The method of Claim 14, wherein the plurality of paging service subscriber types includes at least one of residential paging service subscribers, business paging service subscribers, small business paging service subscribers, and large business paging service subscribers.

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16. (Twice Amended) A method of messaging, comprising:
generating a capcode among a plurality of capcodes associated with at least one paging service subscriber; and
attaching an advertisement script to a page message for the paging service subscriber having the capcode.

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17. (Amended) The method of Claim 16, wherein the plurality of capcodes corresponds to at least one of a number of advertisement scripts to be attached and a number of times a day the paging service subscriber receives an advertisement script.

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19. (Twice Amended) A method for supporting messaging to paging units, comprising:
generating a capcode associated with at least one paging service subscriber, wherein the generated capcode is stored in a central database, the capcode corresponding to a paging service subscriber type; and

5/2
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programming a paging unit of the paging service subscriber with the capcode, wherein an advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

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20. (Amended) The method of Claim 19, wherein the paging service subscriber type includes at least one of residential paging service subscribers, business paging service subscribers, small business paging service subscribers, and large business paging service subscribers.

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21. (Twice Amended) A method for supporting messaging to paging units, comprising:
generating a capcode among a plurality of capcodes associated with at least one paging service subscriber, wherein the generated capcode is stored in a central database;
programming a paging unit of the paging service subscriber with the capcode, wherein an advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

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22. (Amended) The method of Claim 21, wherein the plurality of capcodes corresponds to at least one of a number of advertisement scripts to be attached and a number of times a day the subscriber receives an advertisement script.

REMARKS

By this amendment, claims 1-7, 14-17 and 19-22 are pending, in which claims 1, 2, 5, 14-17, and 19-22 are amended.